

SENATE BILL 1730

By Tate

AN ACT to amend Tennessee Code Annotated, Title 47,
relative to consumer protection.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 47-18-104(b), is amended by adding the following language as a new, appropriately designated subdivision:

() Using any word in an advertisement or trade name referring to a governmental entity including, but not limited to, "federal," "state," "agency," "Tennessee," or "bureau," which, when in the singular or plural use may tend to mislead consumers to believe a private entity is a governmental entity, is acting for a governmental entity, or has a direct or indirect relationship to a governmental entity, including the authority or endorsement derived from a governmental entity, when such use is false, inaccurate or misleading;

SECTION 2. This act shall take effect July 1, 2011, the public welfare requiring it.